

# IFPA Commodity Profiles

## Other Melons

International Fresh Produce Association brings you the latest information on production, global trade, and consumer sentiment for top categories of fresh produce.

### Consumer sentiment fast facts:\*\*

80% of consumers say they eat melons because of their great taste.

Melons are described as healthy by 77% of consumers.

Melons are more likely to be an unplanned purchase than other fresh produce categories.

More than half of consumers say knowing when melons are in season will motivate them to purchase.

### Production Quantities by Country\*

Country	Australia	Brazil	Canada	Chile	China, mainland	Colombia	Mexico	New Zealand	Peru	South Africa	USA
Volume (tonnes)	203,348	607,047	10,939	36,701	14,013,294 (l)	73,455	550,282	3,629	23,506	13,487	558,872

### Export Value, USD\*\* Top Exporting IFPA Member Countries and Their Top Destination Markets

Brazil	\$156M	China	\$125M	USA	\$124M	Mexico	\$98M	Australia	\$16M
Netherlands	\$51.2M	Vietnam	\$73.9M	Canada	\$102.9M	USA	\$97.2M	Japan	\$6.6M
UK	\$50.8M	Hong Kong	\$30.9M	Mexico	\$7.4M	Japan	\$471K	Singapore	\$3.4M
Spain	\$36.6M	Malaysia	\$6.5M	Republic of Korea	\$5.2M	Canada	\$148K	UAE	\$1.4M
Canada	\$3.4M	Singapore	\$5.7M	Japan	\$3.5M	—	—	Qatar	\$1.3M
Belgium	\$3.2M	Thailand	\$5.1M	Chinese Taipei	\$2.9M	—	—	New Zealand	\$1.2M

### Import Value, USD\*\* Top Importers Globally

	Value imported in 2022 (USD '000)	Unit value (USD/ton)	Annual Growth in Value Between 2018-2022 (%)	Annual Growth in Value Between 2021-2022 (%)	Market Share (% world imports)	Concentration of Supplying Countries
<b>World</b>	1,761,561	-----	-1	5	100	0.1
<b>US</b>	372,653	673	-3	8	21.2	0.37
<b>Netherlands</b>	174,244	1,054	-2	4	9.9	0.26
<b>Germany</b>	171,615	1,248	0	27	9.7	0.3
<b>France</b>	161,674	1,240	-4	-15	9.2	0.43
<b>UK</b>	147,007	1,060	-6	14	8.3	0.34
<b>Canada</b>	107,223	876	1	3	6.1	0.27
<b>Vietnam</b>	73,978	1,335	13	57	4.2	1
<b>Spain</b>	62,467	---	-2	-24	3.5	0.47
<b>Belgium</b>	48,914	1,415	-5	10	2.8	0.25
<b>Switzerland</b>	43,914	1,848	1	4	2.5	0.25

\*FAOSTAT 2023, data from 2021, \*\*ITC Trade Map 2023, data from 2022,

\*\*\* IRI Shopper Sentiment Survey June 2022